Hasbro®

Toy Fair Investor Event

February 10, 2012

Debbie Hancock

Vice President, Investor Relations

During the course of this meeting, members of Hasbro management may make forward-looking statements concerning management's expectations, goals, objectives and similar matters, which are subject to risks and uncertainties. These forward-looking statements include expectations concerning the Company's future products and financial performance, including expectations for its revenues and EPS in 2012, future entertainment releases, as well as the Company's medium-term objectives. There are many factors that could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in a forward-looking statement, including consumer and retailer interest in and acceptance of our products and product lines, changes in marketing and business strategies as well as future global economic conditions. Some of those factors are set forth in the Company's Annual Reports on Form 10-K, in the Company's Quarterly Reports on Form 10-Q, in the Company's Current Reports on Form 8-K and in the Company's other public disclosures. All attendees should review such factors together with any forward-looking statements made at this meeting. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this presentation or made during this meeting to update them to reflect events or circumstances occurring after the date of this meeting.

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Brian Goldner

President & Chief Executive Officer

Video Playing in Room

Hasbro Gaming

LAZER TAG

Works with iPhone & iPod touch

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • NERF • MY LITTLE PONY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • BATTLESHIP • SCRABBLE • BOP IT

Hasbro Gaming

the Game of LIFE® Zapped edition

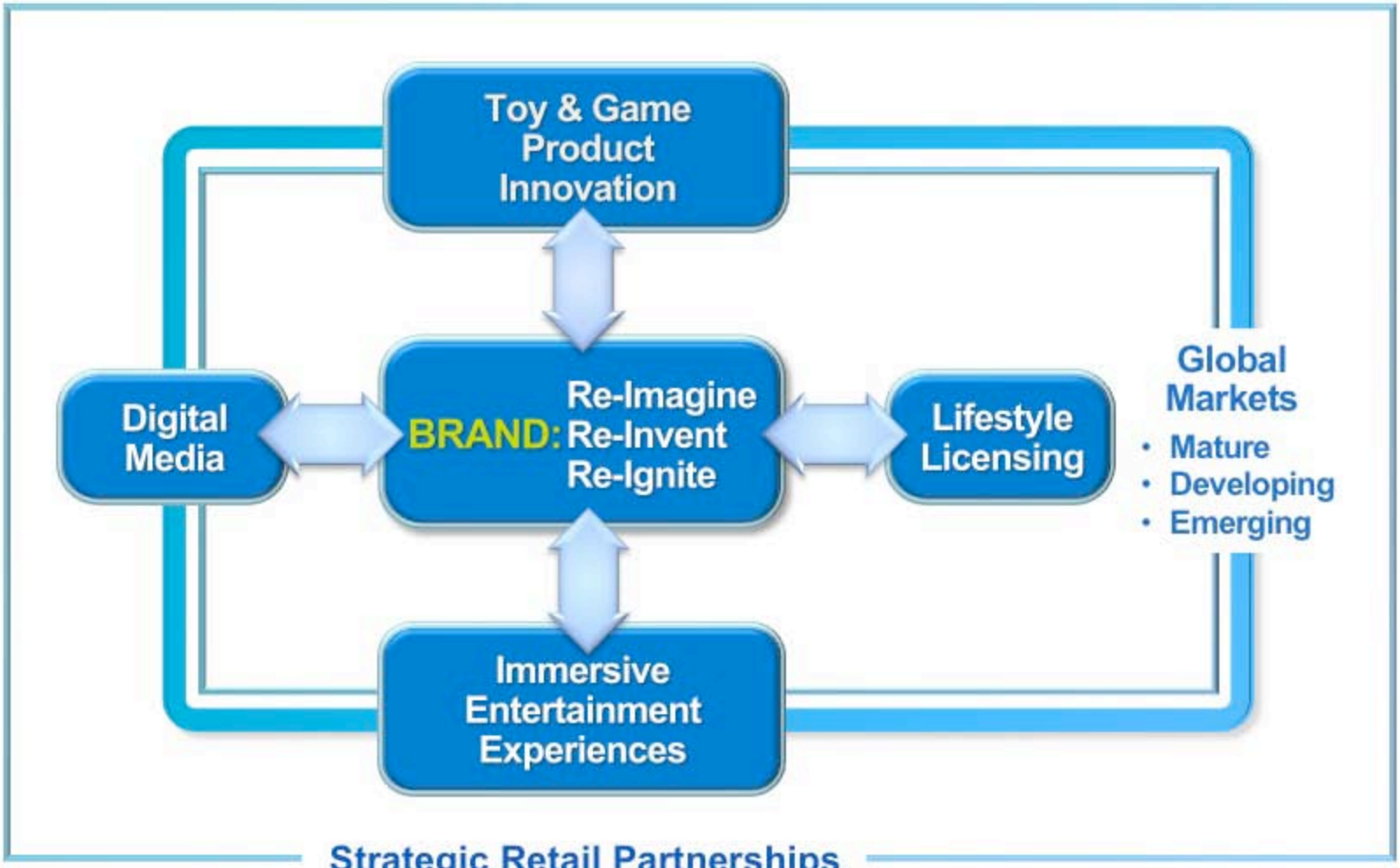
Video Playing in Room

Hasbro Gaming

the Game of LIFE®

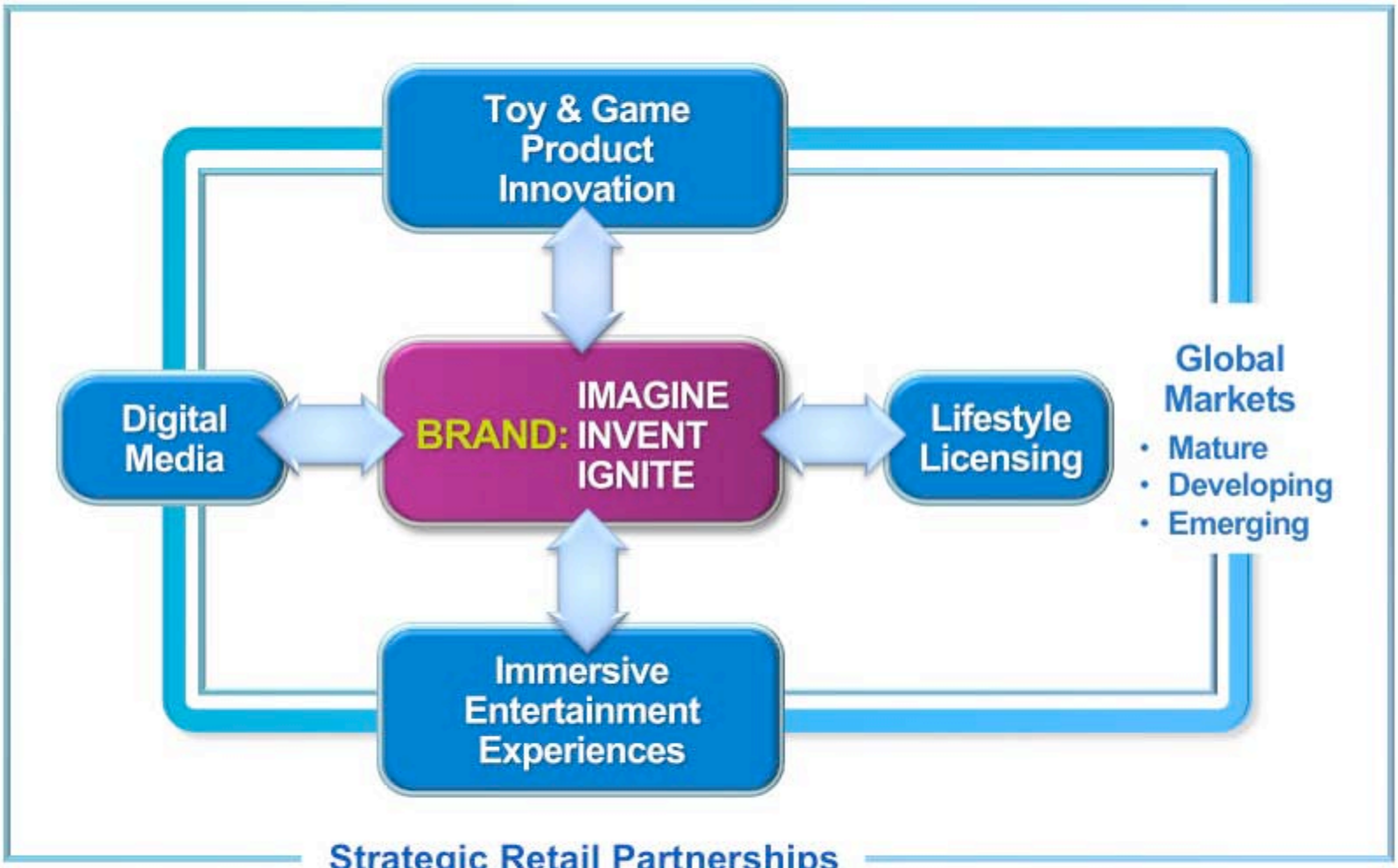
Zapped edition

Our Branded Play Blueprint



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Our Branded Play Blueprint



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Made significant investments in global capabilities

- Brands
- Sales
- Marketing
- Licensing
- Entertainment
- Infrastructure

Create shareholder value by building a powerful company with the tools to deliver long-term revenues and earnings growth

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Our Brand Play Blueprint

Focused on Executing Our Strategy

Innovation

New Initiatives

International Business & Regaining U.S. Momentum

Immersive Experiences

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

2012: Executing our Strategy

Innovation

Driven by consumer insights

New ways to play

"Gameification" of Play

Hasbro Gaming

Bot Shots

Bonka Zonks

Dizzy Dancers

Play-Doh Sweet Shoppe

Nerf

New Initiatives

Wizards of the Cool Kaijudo

Koosh

Kre-O Create it.

International Growth

Continue our momentum around the world

Global teams **almost fully staffed**

Driving a U.S. rebound

Immersive Experiences

Television in 140+ countries worldwide

Movies
5 major feature films this year

Theme Parks
Transformers the Ride at Universal

Digital
beybladebattles.com
Digital games

zynga®

Hasbro®

Strategic Partnership

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

A Natural Connection

- Reflects consumers growing ambition to align themselves with brands they love anytime and anywhere and to share these brands with friends and family
- Create an ecosystem that allows consumers to experience their Zynga brands from digital to analog and back again
- A 360° desired experience
- Aligning with our global retail and promotional partners and allowing them to participate in the growth and interest in this exploding category

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

2011: We did not meet our expectations

Two Reasons:

1. Our U.S. and Canada Business
2. Our Games Business

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

2012: We have taken substantial steps to fix both.

Established
new leadership
in the U.S. and
Canada to focus on
regaining
momentum

U.S. and Canada Sales and Marketing

Making positive changes in sales and marketing management – new leadership team with proven track record

Wiebe Tinga
President
U.S. and Canada Sales and Marketing

Regain momentum by improving performance:

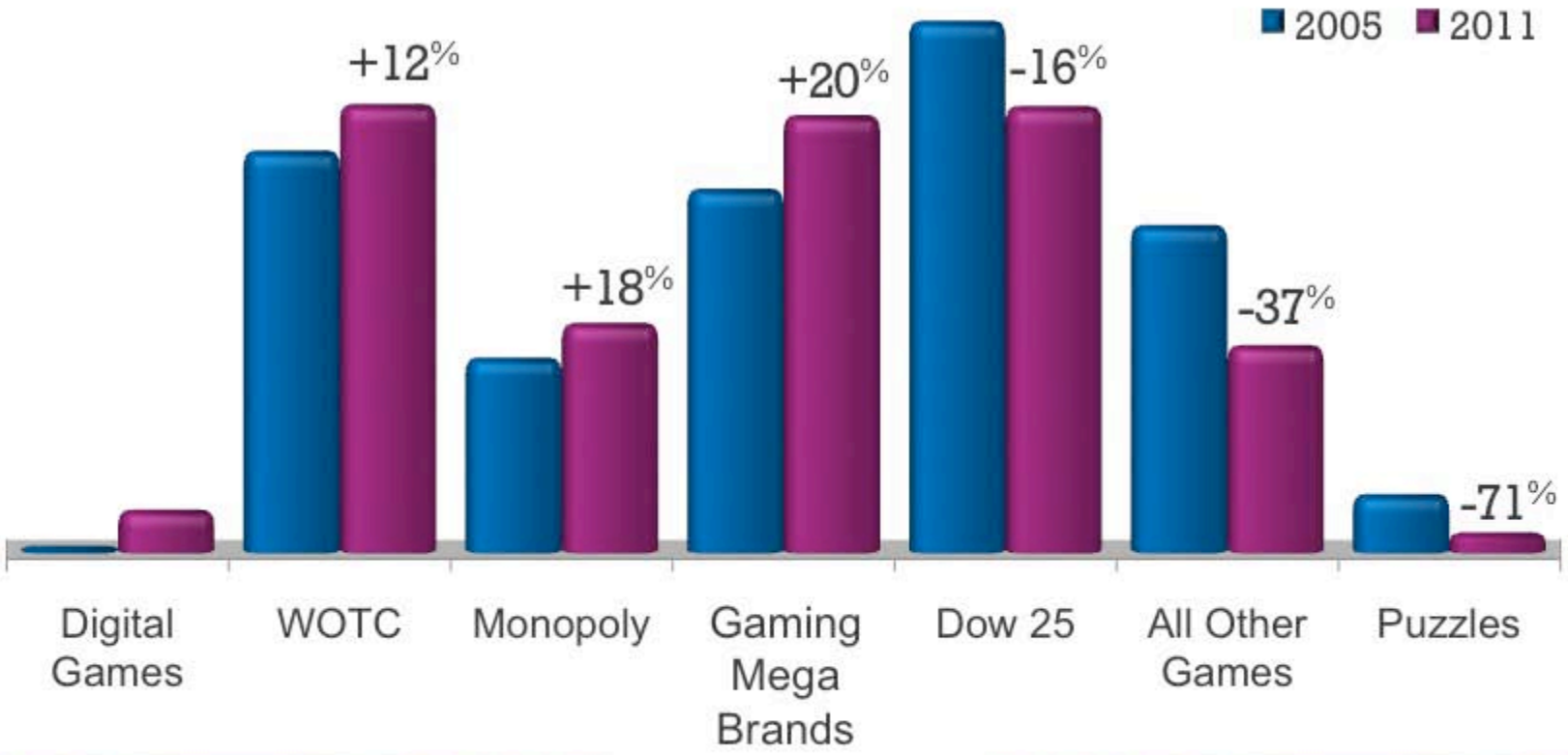
- Holistic approach to marketing/advertising
- Drive our brands through innovation across every consumer group based on enhanced insights
- Consumer-driven business model

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Global Gaming Business Trends

2005–2011 total games business down less than 3%

- WOTC, Monopoly, Mega-Game Brands all up
- All other games and puzzles down significantly



Note: Digital Gaming revenue for Monopoly and Wizard of the Coast is included in Monopoly & Wizards of the Coast

Gaming Center of Excellence

- **Accelerate the pace of innovation and growth in the games business**
- **New leadership** mid-year 2011
- **Hired new talent** from outside the traditional board game arena
- 10–point **plan of action** around innovation and new ways to game
- **Stabilize** the business in 2012
- **Drive growth** in 2013 (and beyond)

John Frascotti

Chief Marketing Officer

Games Reinvention Plan

1	Organize the business around consumer groups
2	Drive 10 gaming megabrands
3	Hasbro will be **THE** innovation leader
4	Drive our brands in digital gaming
5	Reinvent retail with our retail partners
6	Created branded entertainment
7	Reinvent our marketing creating a cooler, more relevant call to action for kids
8	Readjust value proposition
9	Make gaming brands more pop culture cool through licensing
10	Create a Gaming Center of Excellence

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Games Reinvention Plan

Drive 10 gaming megabrands

Hasbro will be THE innovation leader

Drive our brands in digital gaming

Gaming Megabrands

Preschool Gaming

"Fun, Play, Win!"

Elefun

OPERATION

Girls Gaming

"Fun With My Friends"

Twister

Boys Gaming

"I am the Hero"

BATTLESHIP

CONNECT 4

Teen Gaming

"My Game to Win"

MAGIC The Gathering

bop it!

Family Gaming

"Get Together and Game On!"

MONOPOLY

SCRABBLE Boggle

Yahtzee

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET

HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC

LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro will be **THE** Innovation Leader

LAZER TAG

engadget

"Hasbro reinvents Lazer Tag for the smartphone generation…"

Hasbro zapped

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro will be **THE** Innovation Leader

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro will be **THE** Innovation Leader

Britney Spears @britneyspears
So excited to announce that I'll be working with #Hasbro on their new game called Twister Dance. You guys are going to love it!
@HasbroNews

Hasbro will be **THE** Innovation Leader

Shoot Fast & Sink 4 First!

CONNECT 4 Dunk

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

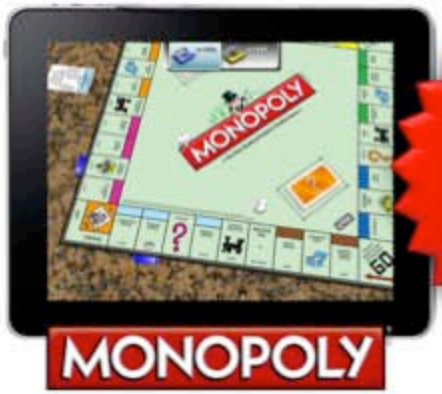
Hasbro will be **THE** Innovation Leader

First to a Million WINS!

MONOPOLY Millionaire

Audio Only

Drive Our Brands in Digital Gaming



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Drive Our Brands in Digital Gaming

Multi-Platforms

Mobile

MONOPOLY HOTELS

BATTLESHIP

Social

MAGIC
The Gathering®
Industry's #1 Game Brand
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Kaijudo
A Great, New Entertainment Brand with
a Battle-Tested Trading-Card Game at its Heart

Multi-Platform Launch

Television

Digital Games

KAIJUDO

Puts the Kid in the Story, Everywhere

Organized Play

Retail POP

Video Playing in Room

KAIJUDO

Great emotionally connecting television

A brand experience that is everywhere kids are: TV, online, mobile and at retail

Phased product release strategy

Entertainment Strategy
Television

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Entertainment Strategy: Television

- **Ahead of plan** in international sales; shows on air in over 140 countries
- Hasbro Studios programming consistently a **top ratings performer**
  - Top **5 of 10 shows** on the Hub
  - First year of global sales of My Little Pony, Transformers Prime, Transformers Rescue Bots and Chuck and Friends products
- By the end of 2012, will have produced almost **600 half hours** of original programming
- Distributing programming across all forms and formats

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Entertainment Strategy: Television

Posted strong ratings growth in each quarter

Year-on-year growth 31% in total day, kids 2–11

Hub's Q4 growth of 24% topped all major kids' cable networks—best quarter since launch

Nielsen, most current quarterly average. Reach in NPower FY '11

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Entertainment Strategy: Global TV & Merchandising

- AD Age: "One of the hottest brands in America"
- Older girls (6–12) are watching and buying
- Multi-category annual themes
- 2012 Royal Wedding

- Emmy award winning show
- Global merchandise March 2012
- Bold new line look
- Strong out of aisle presence

- 3-5 yr old audience
- Age appropriate stories
- Expanded shelf space in 2012
- Complete licensing and publishing program

- New look coming in Fall 2012
- Brand re-imagination
- Blythe and core cast
- Cross category themes

Entertainment Strategy: Movies

February 10

May 4

July 3

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Video Playing in Room

Video Playing in Room

Video Playing in Room

Entertainment Strategy: Movies

Global Box Office	$3B+
Hasbro Revenues	$1.6B+

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Entertainment Strategy: Movies
Recent Announcements

RELATIVITY

April 11, 2014

SONY PICTURES

Happy Madison PRODUCTIONS

COLUMBIA PICTURES

2012: Entertainment Strategy

5 Major Movies

Hasbro Studios Programming
On-Air Around the World

Roll-out of TV-related Merchandise

Strategic Partners

Strategic Partner Brands

Marketing and selling in **41** countries

#1 featured plush in the U.S.

New Elmo Coming!

Popularity of Abby Cadabby and Super Grover 2.0

Growth through Category Expansion

Role Play

Learning

Vehicles

2011 – **A Great Year** for Beyblade

- Over 60mm tops sold in over 40 countries in 2011
- A global brand
- Powerful digital engagement at BeybladeBattles.com

Over 9M registered users and 26M matches played since launch

BeyBladeBattles.com

2012 and Beyond – **An Evergreen Brand**

Establish Beyblade as Evergreen Brand through Continuous Innovation

Stealth Battlers and Destroyer Dome

All New Battling System

2012: **A New Beginning** for the Saga

Full Year of Star Wars Entertainment

Episode 1 3-D global theatrical release (Feb.)

New Clone Wars (Fall)

Adding Magic to Core Play Patterns

The Ultimate FX Lightsaber

Light-Up Tech

Two All-New Innovative Ways to Play

FIGHTER PODS

Action Battling Game

AMP'D

Vehicle Customization

MARVEL

THE YEAR OF THE SUPER HERO

2012 will be Marvel's **BIGGEST** year for Super Heroes…
And We Have **THE BEST!**

Hasbro

The Avengers Event
Movie, TV & DVD!

Theatrical
U.S. Release:
May 4, 2012

Toy
Action Figures
Vehicles
Role Play

Animation
The Avengers:
Earths Mightiest
Heroes

DVD
Release:
Fall

THE AMAZING
SPIDER-MAN

INTRODUCING AN ALL NEW GENERATION OF BOYS TO THE #1 SUPERHERO IN THE WORLD!

Hasbro

THE AMAZING SPIDER-MAN

Not Spider-Man 4…this is *The Amazing Spider-Man!*

Movie

New Suit = All New Tech

New Powers

New Ways to Shoot Webs

New Cast

New Love Interest

Television

All new animation begins in April 2012 (U.S.)

First time animation will support Spider-Man in a movie year

Toy

Amazing role play

Great action figures

New ways to play

Hasbro

Driving Innovation in 2012

N-STRIKE ELITE

JOIN THE ELITE 8.1.12

- Whole new line of N-Strike blasters
- Best Nerf performance ever!
- All new design!
- Universal dart!

VORTEX

Super Soaker

Storm Series

Thunder-storm

Electro-storm

Lightning-storm

NERF
LIGHT IT UP
3.3.12
RAVVEN
LUMITRON
VORTEX
FIREFLY TECH

Driving Innovation in 2012

- Defining Sports Action for 3-6 year-olds
- Explosive fun meets Active Play
- Soft, Active, Fun!

KRE-O TRANSFORMERS

Launched in 2011 in 10 global markets – will grow to over 25 markets by year-end 2012

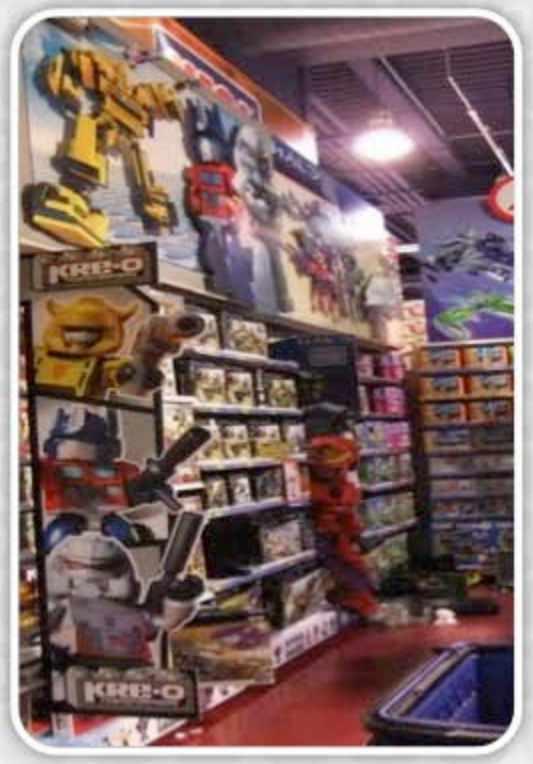
KRE-O CREATE IT.

Building Success Beyond the Brick

Strong Retail Activation

Hong Kong

France



Australia

KRE-O CREATE IT.

BATTLESHIP
Spring 2012
KRE-O
CREATE IT.

Video Playing in Room

KRE-O

create it.

2013

Video Playing in Room

Audio Only

Audio Only

Coming This Fall...

Audio Only

2012 Revenue Outlook: **Core Brand Growth**

"We expect to again grow revenues and EPS absent the impact of foreign exchange"

Preschool

- Full year of Sesame Street
- Innovation from Playskool & Play-Doh
- Playskool Heroes
- TV Programming

Girls

- My Little Pony
- FurReal Friends
- Littlest Pet Shop
- Baby Alive
- TV Programming

Boys

- Spider-Man • Avengers
- Star Wars 3D • Beyblade
- Kre-o Transformers global
- Kre-o Battleship
- Nerf • G.I. JOE
- Transformers
- TV Programming

Games

- Battleship Movie
- MAGIC: The Gathering
- Zapped/Lazer Tag
- Gaming Center of Excellence
- Zynga
- TV Programming

zynga

Our Plan Going Forward…

Grow revenues by an average
CAGR of 5% or better over time

We expect only modest operating profit margin growth in 2012 as we rebuild our U.S. and Gaming Businesses. Beyond 2012, we expect operating profit to grow faster than revenues

Generate operating cash flow
in the amount of $500M on average

How We'll Achieve This…

1. Re-ignite
   - Games Business
   - U.S. and Canada Business
2. Innovative products based on consumer insights
3. New brand creation
4. Continue to grow internationally
5. Drive our licensing business
6. TV and movie merchandising

Our Brand Play Blueprint

Focused on Executing Our Strategy

Innovation

New Initiatives

International Business & Regaining U.S. Momentum

Immersive Experiences

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Deb Thomas

Chief Financial Officer

2011 Summary

Achieved record revenues and operating profit

Grew EPS for 11th consecutive year

Bought back 10.5 million shares ($423M)

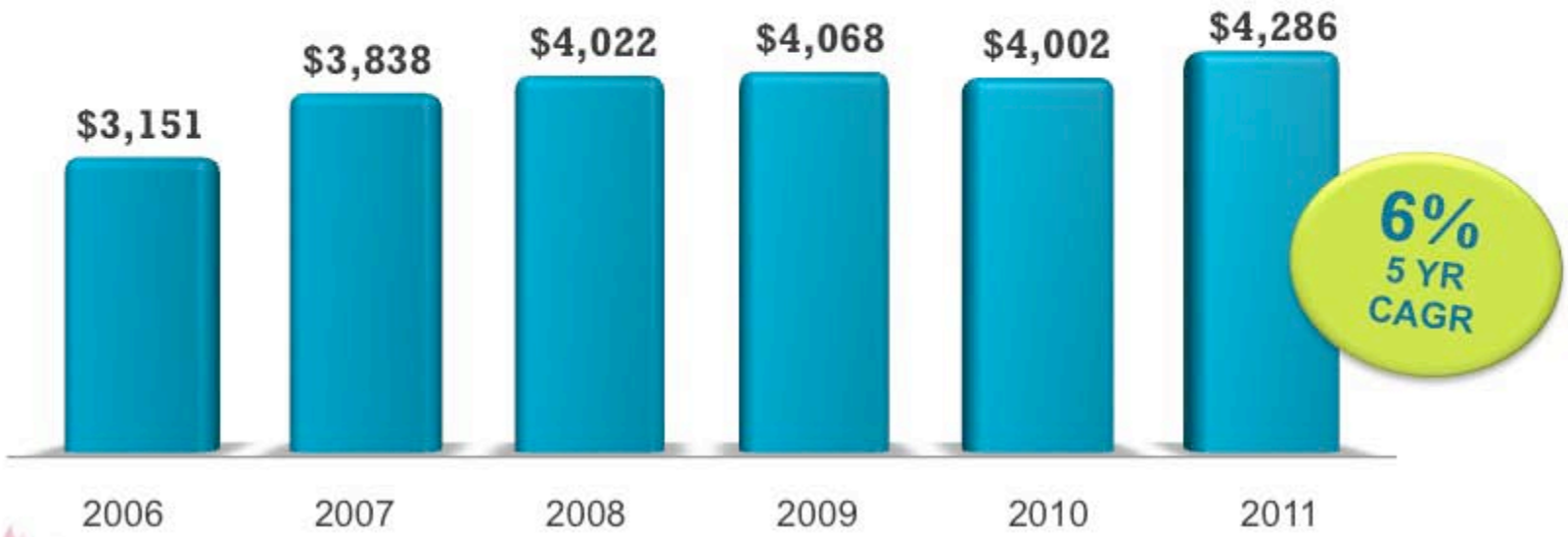
Paid $154M in cash dividends during 2011
Increased quarterly dividend 20% (Announced 2/2/12)

Continued investing in our future–
people, offices, and infrastructure to advance
Hasbro's global capabilities

In 2011, we had a good year but fell short of our expectations

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

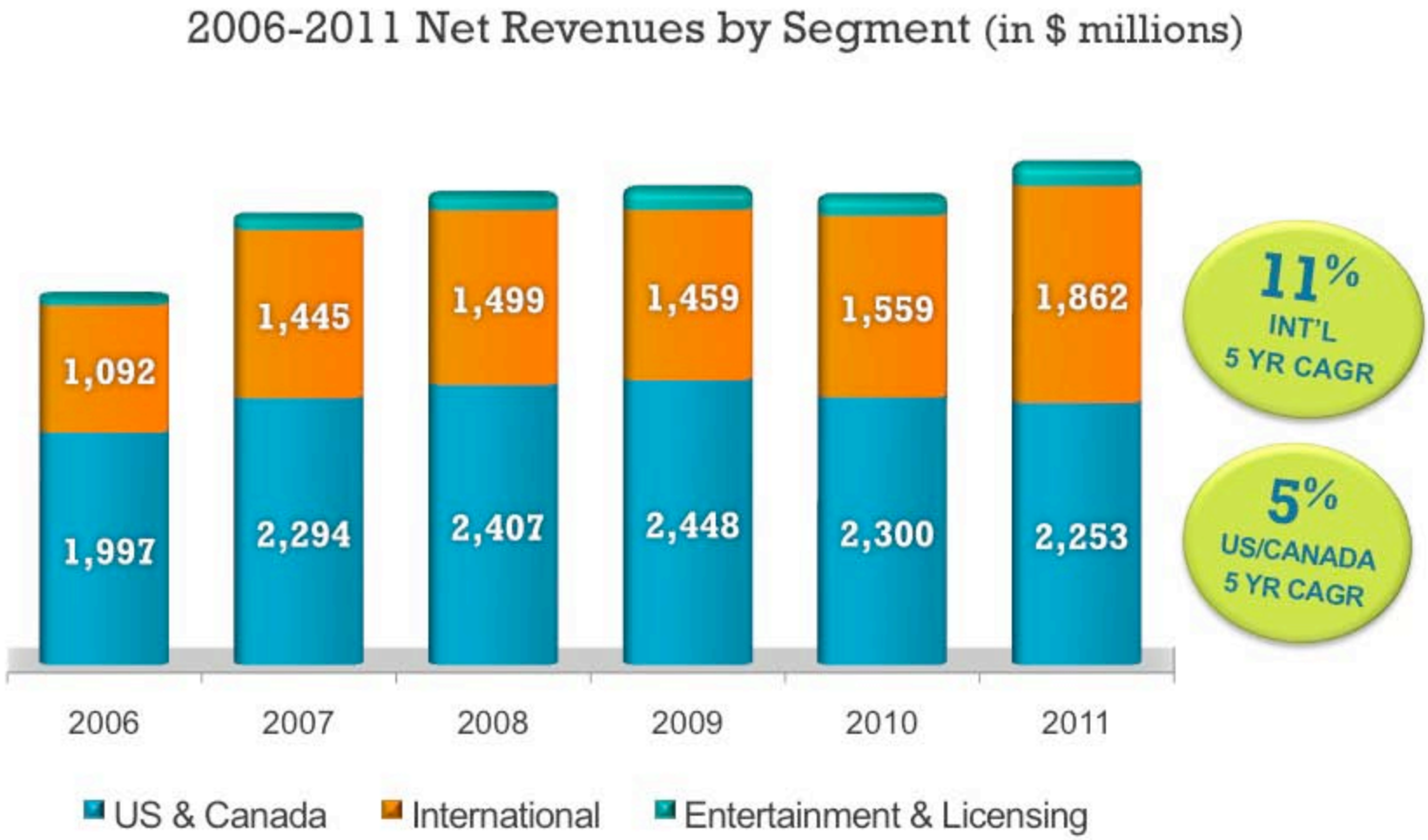
Hasbro Revenues 2006-2011



- 2011 was a record year for revenues
- Grew revenues $1.1B or 36% since 2006
- Q4 2008 began U.S. recession

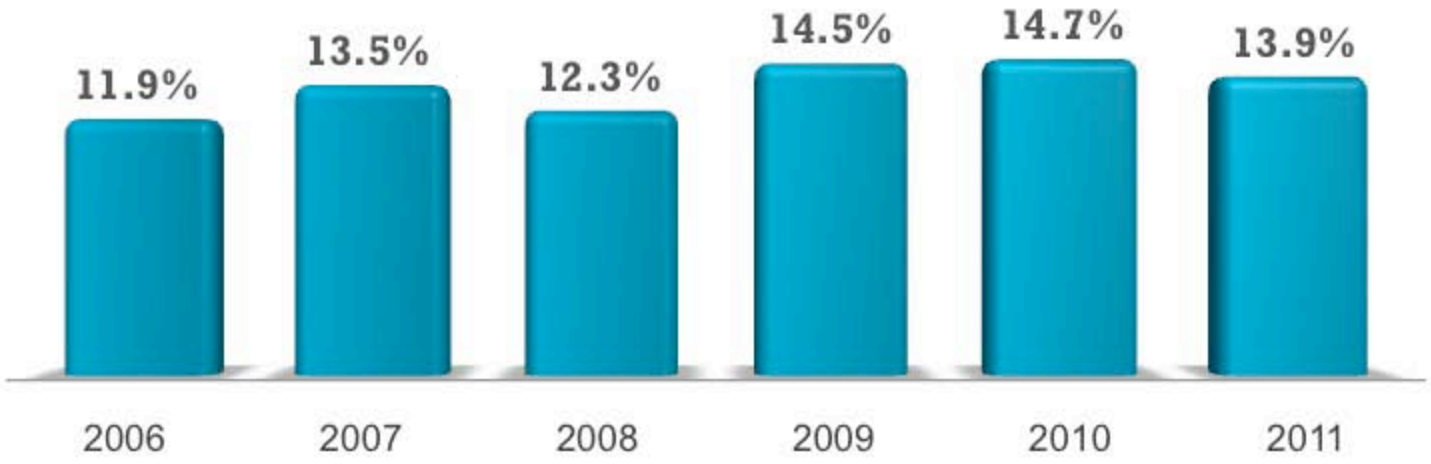
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Revenue by Segment 2006-2011



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

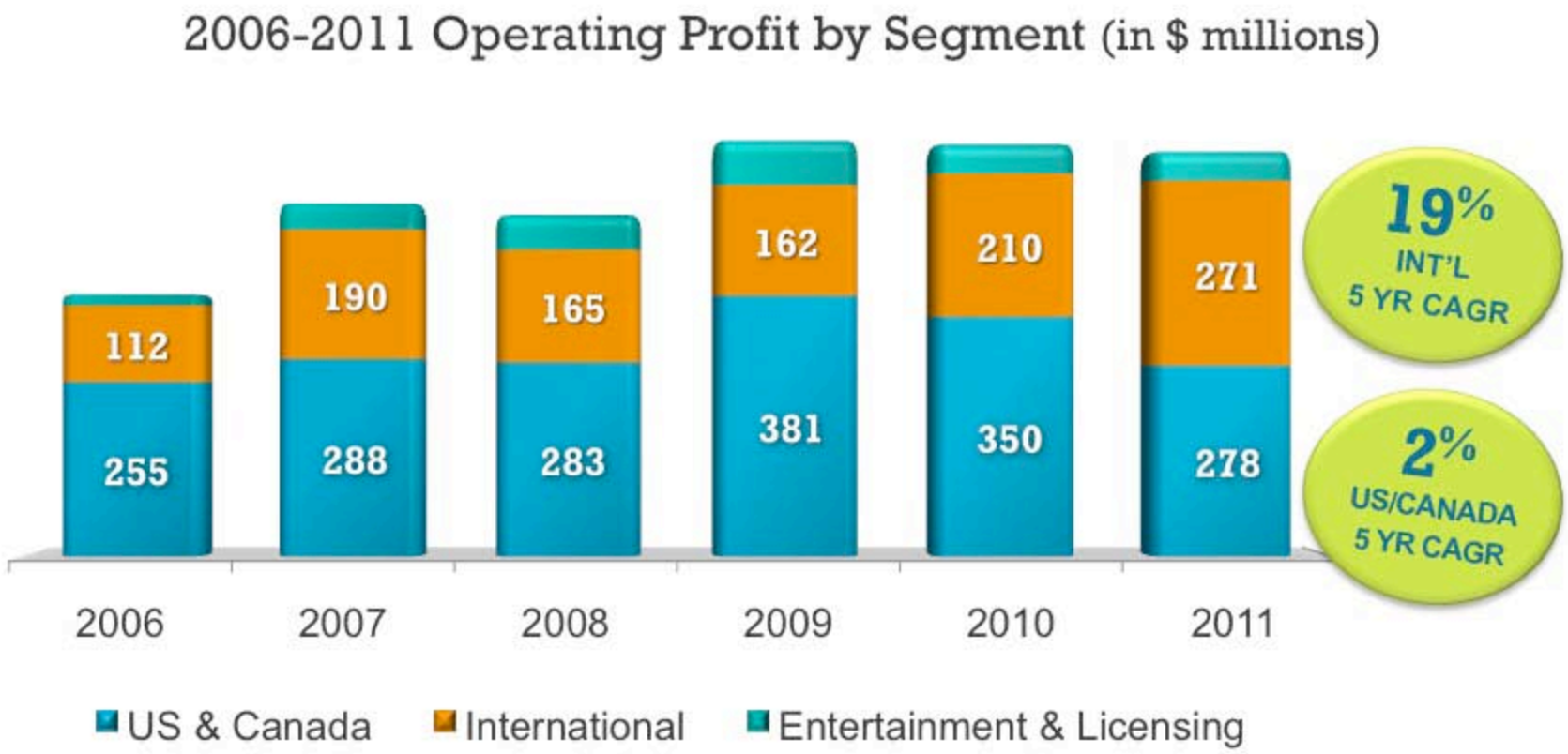
Hasbro Operating Margin 2006-2011



- Invested in building global capabilities
- Modest operating profit margin improvement in 2012
- Operating profit grows faster than revenues beyond 2012

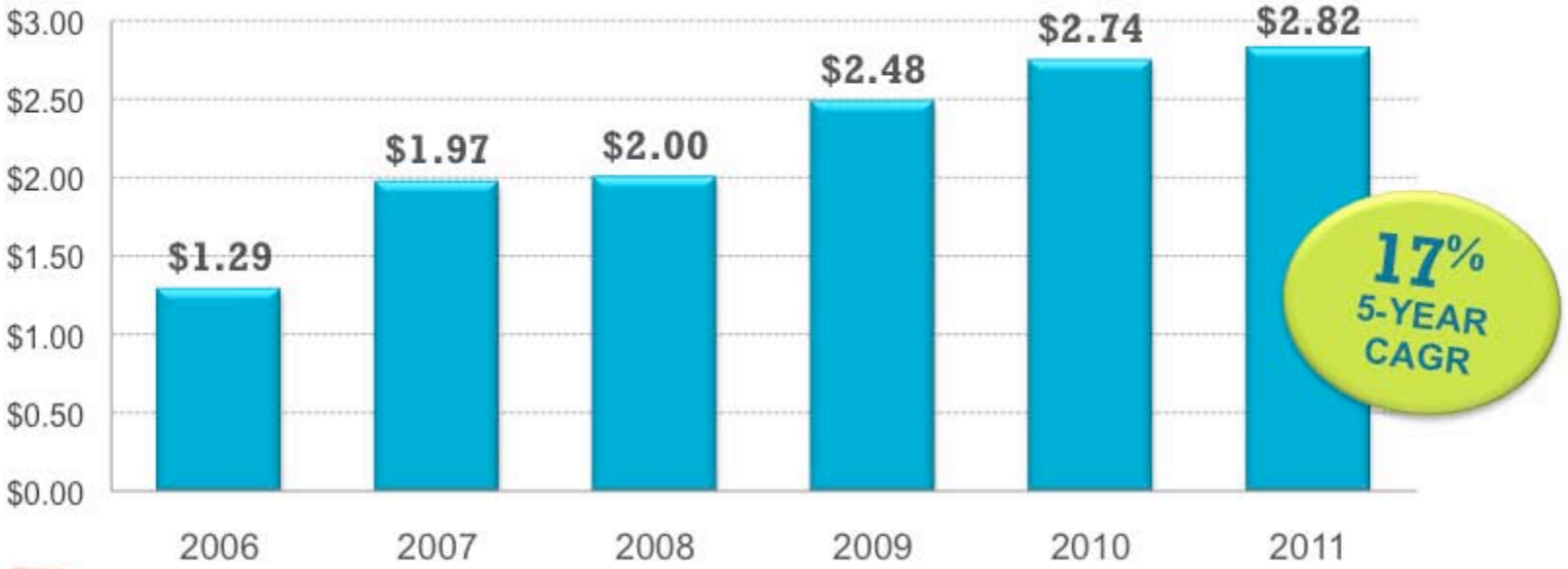
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Operating Profit by Segment 2006-2011



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Earnings Per Share 2006-2011

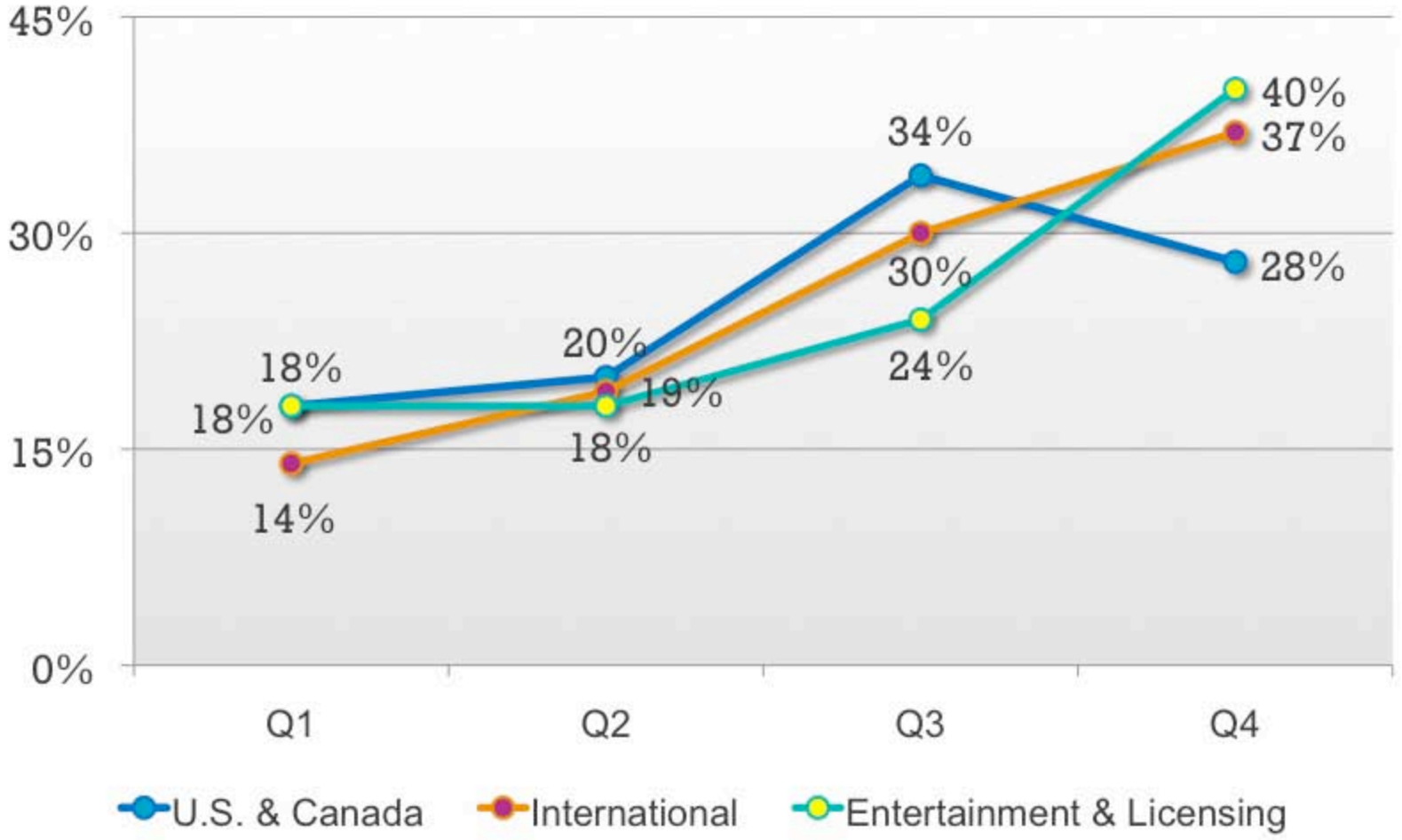


Earnings Per Share have more than doubled since 2006

Hasbro has grown earnings per share every year for the last 11 years

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

% of Total Year Revenue by Quarter by Segment (5 Year Average)



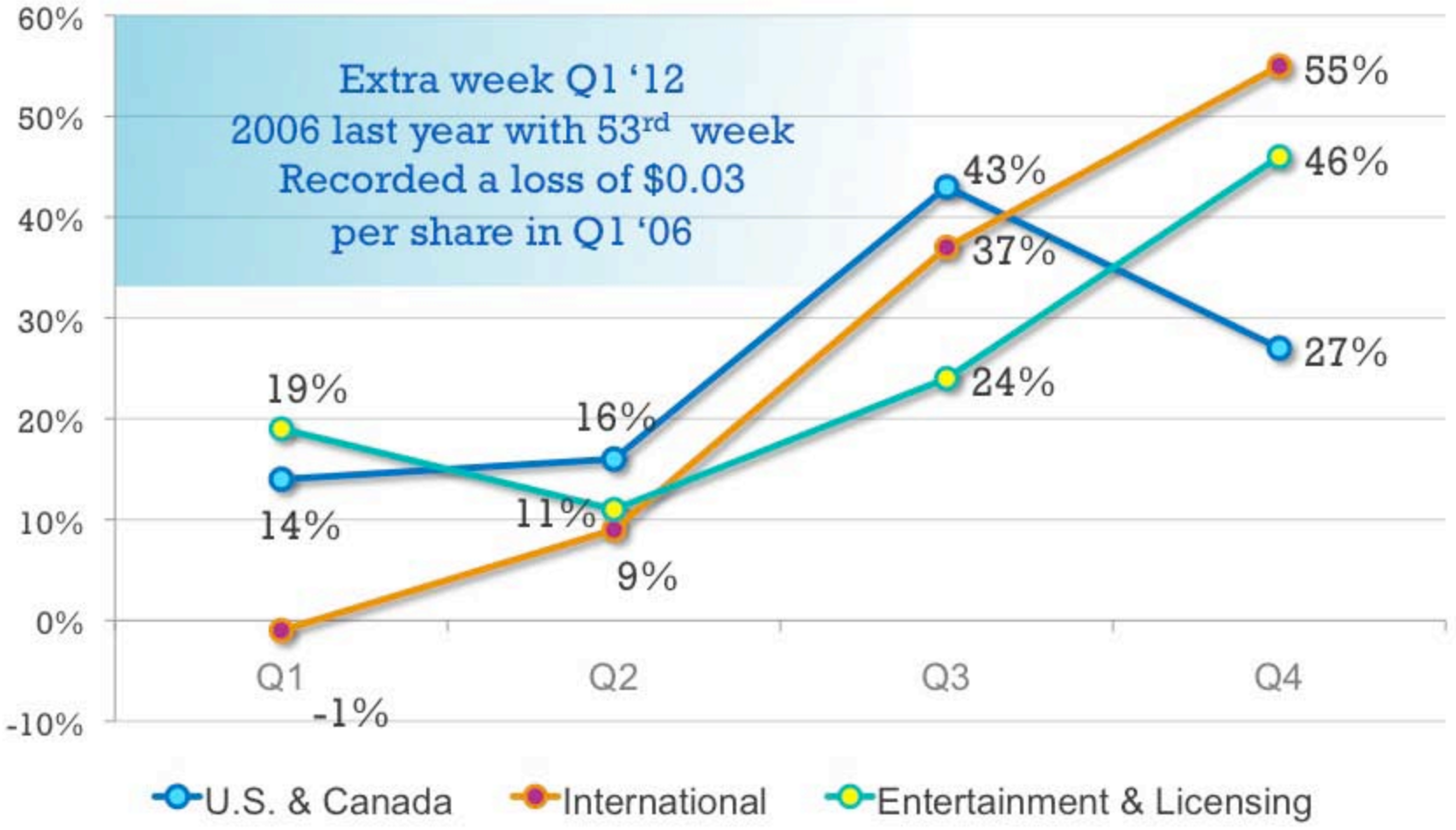
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Revenue Phasing Considerations

Expect second half 2012 to be 2-4 percentage points higher

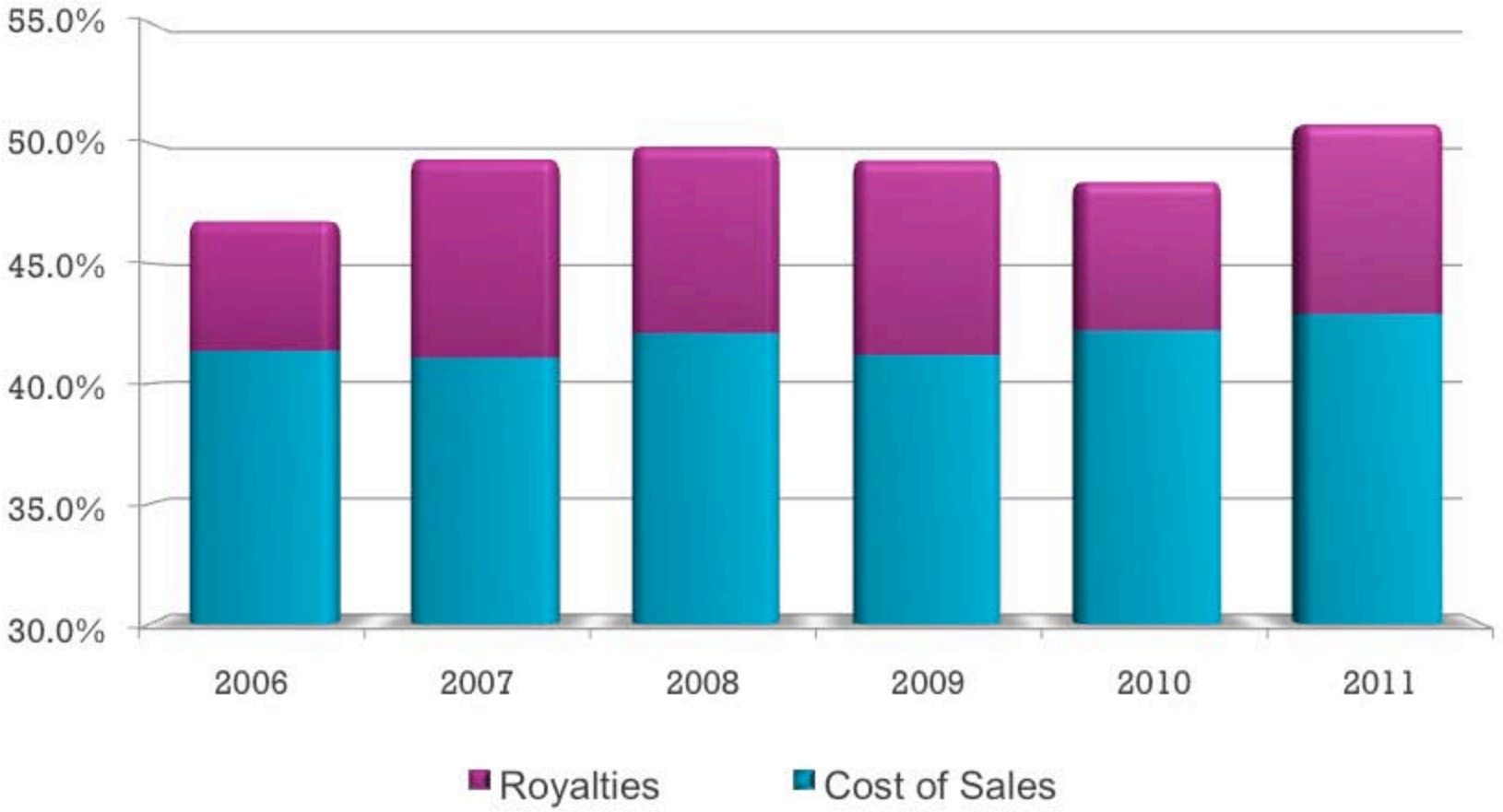
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

% of Total Year Operating Profit by Quarter by Segment (5 Year Average)



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Cost of Sales & Royalties



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Input Cost Trends

	2011 vs. 2010	2012 vs. 2011
Board / Paper / Print		
Resins		
Labor		
Currency		
Freight		
Weighted Average	**+12.5%**	**+11.5%**

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Year-End Cash Flows

($ millions)	2010	2011
Operating Cash Flows	**$ 368**	**$ 396**
Investing Cash Flows:		
Capex	(113)	(99)
Investments/Acquisitions	-	(11)
Short-term Investments/Other	9	3
Total Investing	**(104)**	**(107)**
Financing Cash Flows:		
Short/Long Term Debt	486	162
Stock Repurchases	(640)	(423)
Dividends	(133)	(154)
Stock Options	116	39
Total Financing	**(171)**	**(376)**
FX Impact on Cash	(1)	1
Beginning Cash	636	728
Ending Cash	**$ 728**	**$ 642**

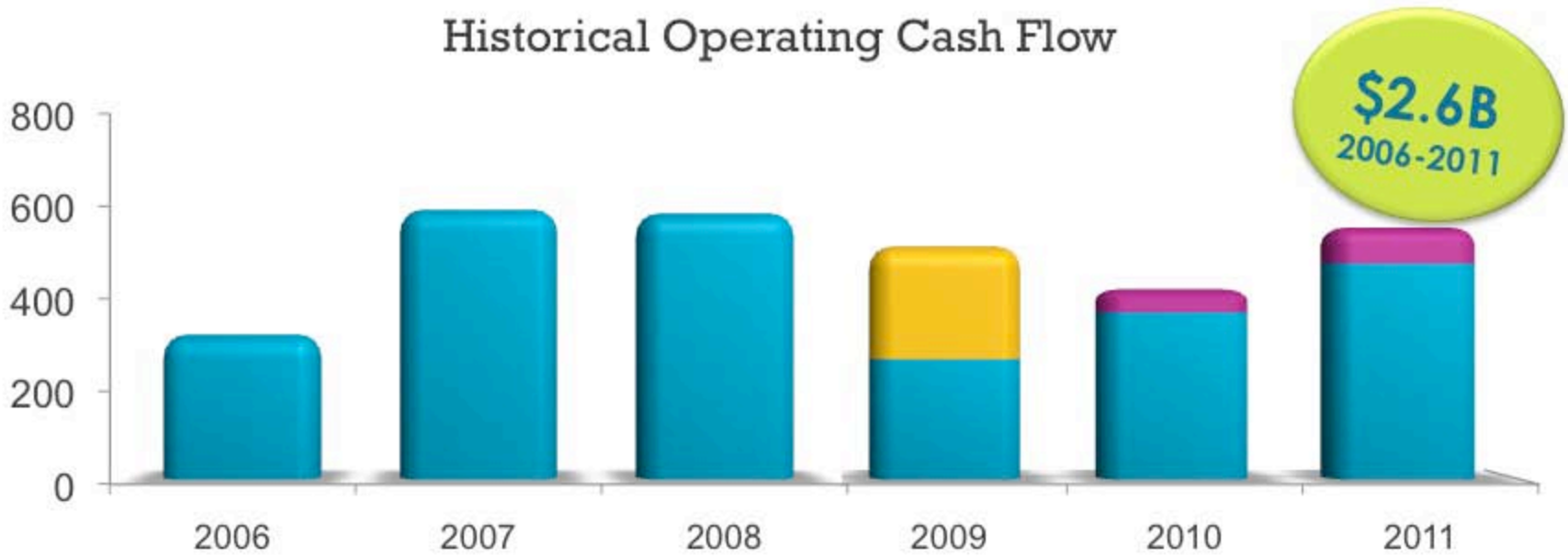
2012E

Capex $125-$135M

Depreciation & Amortization Similar to 2011

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

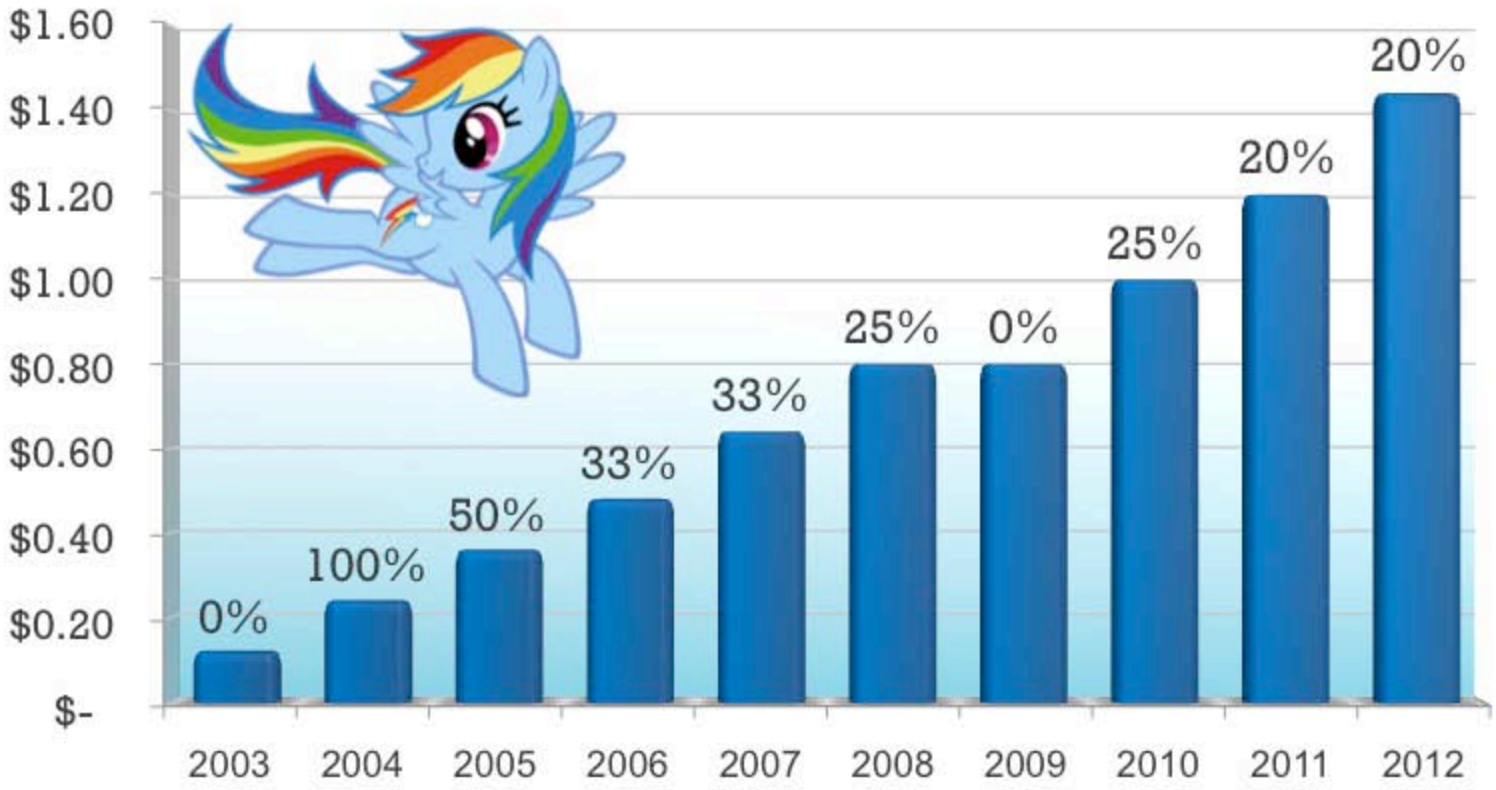
Strong Operating Cash Flow



- 2009 ceased securitizing receivables
- 2010 and 2011 Impacted by Television Programming Investments
  - $133 million invested in Hasbro Studios programming 2010-2011

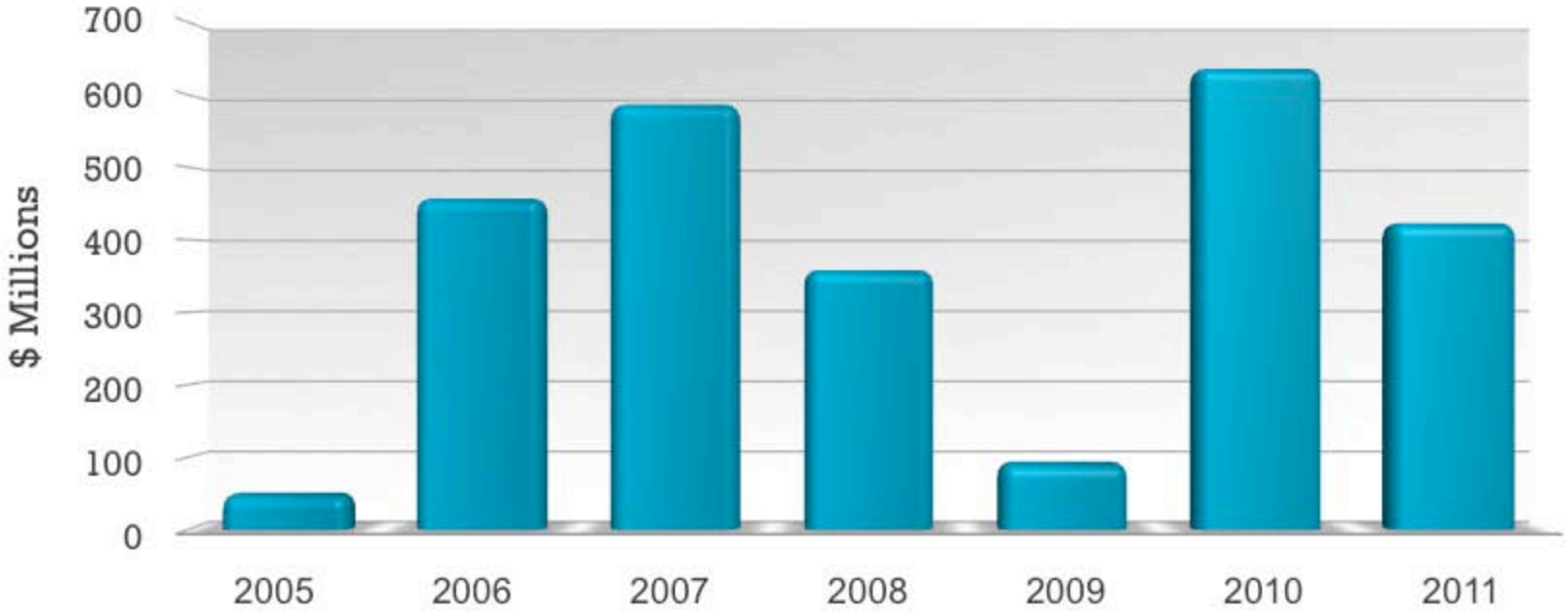
FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Dividend History



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Stock Buyback



- In 2011, Repurchased 10.5 million shares at a total cost of $423 million and an average price of $40.42
- Repurchased 87.1 million shares at a total cost of $2.6B and an average price of $29.83 from 2005-2011
- Delivering on stated commitment of returning cash to shareholders

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Modeling 2012

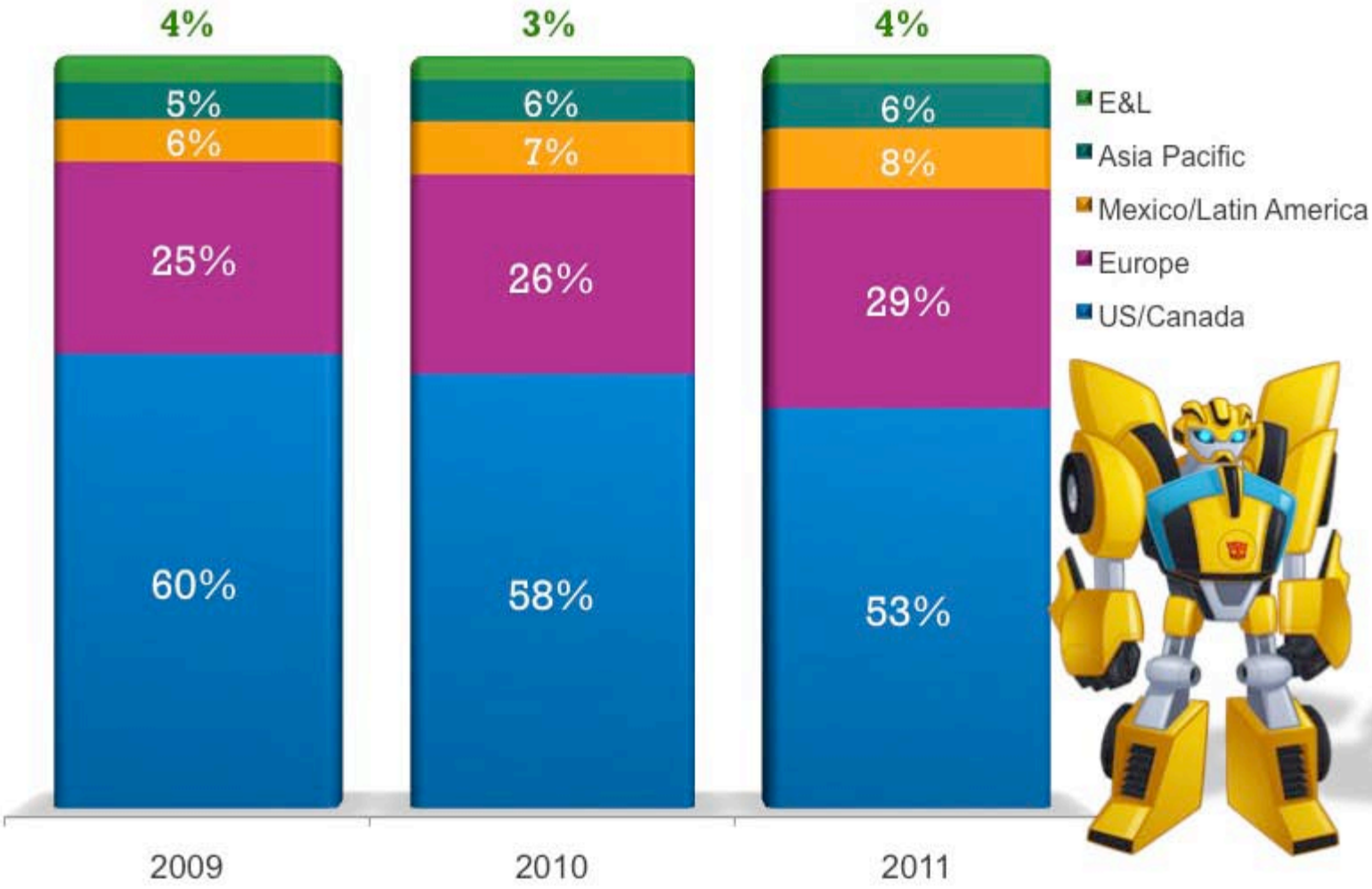
	2012
Revenues	
Cost of Sales	Pricing to offset cost increases-return gross margin to normal 58% range
Program Production Amortization	$60-$70 Million
Royalties	
Advertising	10%-11%
SD&A	Target <20%
Operating Profit	Modest increase in operating profit margin
Other Non-Operating Interest Expense The Hub All Other	
Tax Rate	25%-26%
EPS	

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

SD&A Trends

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC T
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

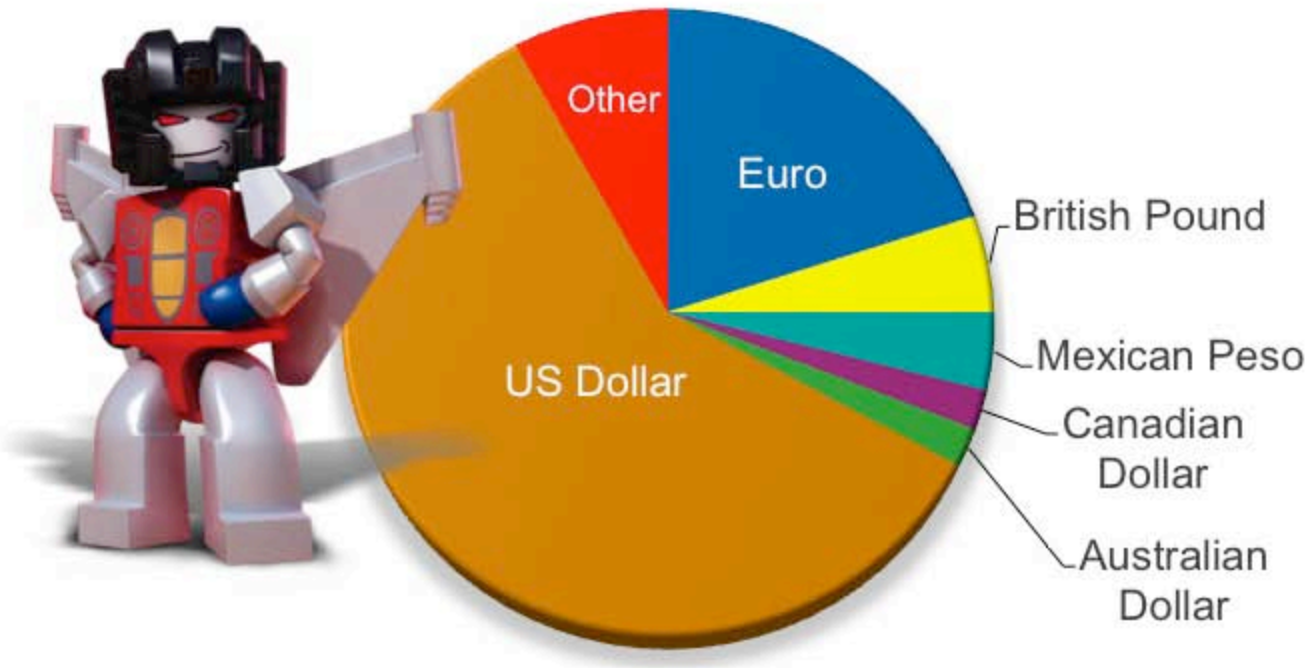
2009-2011 Net Revenues By Region



FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro Revenues by Underlying Currency

Representative Revenue by Currency



Represents percentage of Hasbro net external sales/currency.

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Historical Exchange Rates

Average Revenue FX Translation Rates

	Full Year 2009*	Full Year 2010*	Full Year 2011*	Spot Rates 12/25/11	Spot Rates 2/8/12
Euro	1.43	1.33	1.41	1.30	1.33
British Pound	1.59	1.55	1.61	1.56	1.59
Mexican Peso	0.070	0.080	0.083	0.072	0.079
Canadian Dollar	0.898	0.968	1.02	0.98	1.00
Australian Dollar	0.818	0.921	1.047	1.02	1.08

**Represents total currency net sales/sales translated in USD for full period/year reported*

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

2012 Outlook

Absent the impact of foreign exchange, we believe we will again be able to grow both revenues and earnings per share in 2012

2011 Revenue	2011 EPS
$4.29 Billion	$2.82

FURREAL FRIENDS • PLAY-DOH • ELEFUN
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE
TAG • BOP IT • EASY BAKE • SESAME STREET
MY LITTLE PONY • MONOPOLY • G.I. JOE
SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT

Q&A

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro

Our Branded Play Blueprint

Focused on Executing Our Strategy

Innovation

New Initiatives

International Business
(Regaining U.S. Momentum)

Immersive Experiences

FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • LAZER TAG • BOP IT • EASY BAKE • SESAME STREET
HEAD • CHUCK & FRIENDS • KRE-O • POPPIN' PARK • ROCKTIVITY • STAR WARS • BEYBLADE • CLUE • MARVEL • TRANSFORMERS • NERF • MY LITTLE PONY • MONOPOLY • G.I. JOE • MAGIC
LITTLEST PET SHOP • PLAYSKOOL • BABY ALIVE • FURREAL FRIENDS • PLAY-DOH • ELEFUN & FRIENDS • TONKA • TWISTER • BATTLESHIP • SCRABBLE • CONNECT 4 • LAZER TAG • BOP IT • EASY

Hasbro